8th Annual
PIKES PEAK LAVENDER FILM FESTIVAL

"Bringing quality international lesbian, gay, bisexual and transgender films to Colorado Springs"

P.O. Box 1987, Colorado Springs, CO 80901
Voice: (719) 386-6843 www.pplff.org E-mail: info@pplff.org

July 24, 2007

Dear Dr. Michael De Marsche,

The Pikes Peak Lavender Film Festival has been with the Fine Arts Center through seven festivals. I have grown to love the Fine Arts Center; it is a beautiful venue for our festival. Since the FAC does not provide 35 mm projection and we have to pay $3500 to bring in equipment, we decided to look for a less expensive venue last fall. We didn't find any other venue that compares to the FAC and I found it impossible to consider a change.

In January, I told the Fine Arts Center we would like to come back. In March I had some communication with Andy Ralston and asked him for a contract. He did set the dates with us but did not provide a contract. As the FAC has never raised us more than 10% in the past we thought it safe to proceed with the production of our festival. We printed posters and flyers advertising that the Fine Art Center is our venue. We did not raise our sponsor rates and ticket prices.

As you may imagine, it has not been easy to produce an LGBT film festival in Colorado Springs. It has been difficult for us to raise funds and attract an audience. We have to spend a lot just to market the festival and to get people to purchase tickets even after seven years. Last year our attendance went down 350 people and there were lots of complaints about the FAC construction and lack of a bar and restaurant... In part, because of the loss audience, we in turn are losing lots of our sponsor support this year.

By yesterday when we were able to have a contract meeting, we were shocked to learn how much you had raised your fees---25%. We are now so far into the production cycle we cannot have the 8th festival anywhere else. But, we cannot afford the Fine Arts Center. We spend a lot to attract an audience and you raise the percentage on our tickets the first year we decide to have the FAC sell all our tickets. In the past we had ticket outlets which we could not do this year for lack of personnel.

Staying with the FAC at your current exorbitant rate will more than likely make it impossible to have another festival in Colorado Springs. By the time we pay all our bills, we will either have nothing left to start another festival or be in the red. We are simply too far into our production cycle to absorb the high fees you are charging. We didn't budget for them. If we had known sooner we might have made some cuts elsewhere in advertising and special guests, which we have already contracted. We might have found a way to continue to sell our tickets ourselves or raised our prices.

Because we are an LGBT festival in Colorado Springs and we did not plan for your increase, would you kindly consider lowering your rise on the rental rate to 10% and keeping your percentage of the tickets to the same as last year? We think we may be able to continue if you would do that.

Thank you and sincerely,

Alma Cremonesi, Director
719-633-5600